

2012 ONE DUKE CONFERENCE

May 24, 2012

Fuqua School of Business

Program Descriptions

9:00 am – 10:00 am

Keynote “Expanding Your Comfort Zone” *with Greg Hohn*

To kick off the day, Greg will be engaging the group in an interactive session. The goal of this program will be to demonstrate techniques participants can use to expand their comfort levels, perceived and actual, in stressful situations. A secondary goal will be to enable participants to empathize with students and relay these comfort-zone techniques to students for use in situations such as presentations and interviews.

Participants will be encouraged to arrive at their own conclusions and takeaways, particularly through discussion. All participants will be directly involved in program activities.

FIZ takes the principles and techniques of improvisational theater and puts them to work in non-theatrical settings. The approach is experiential and promotes learning through interactive exercises, non-competitive games, discussion, and fun. These activities not only provide a break from classic methods of instruction, such as lecture, but also stimulate different and vivid ways of learning.

The program leader is Greg Hohn, who teaches the FIZ Applied Improv curriculum in the MBA program at UNC’s Kenan-Flagler Business School, the Theater Studies Department at Duke, and in other academic, corporate, and organizational settings

10:15 am – 11:15 am

Directors Panel: “Honoring the Past, Embracing the Future—and Getting Today’s Work Done!”

Sheryle Dirks – Associate Dean for Career Management, Fuqua School of Business

Donna Dyer – Director of Career Services, Sanford School of Public Policy

Bruce Elvin – Associate Dean and Director, Duke Law Center

Karen Kirchof – Assistant Dean of Career Services, Nicholas School of the Environment

Bill Wright-Swadel-Fannie Mitchell Executive Director, Duke Career Center

11:30 am – 12:15 pm

Concurrent Sessions Group A (Choose 1 of 3)

Developing Real Professional Relationships and Opportunities with Your Online Presence *with Cameo Hartz, Duke University Career Center*

“Managing my online presence as an active part of my professional development has led to unique professional opportunities. An invitation from Lindsey Pollak to blog for a LinkedIn group, board membership for a professional network with over 1000 members, professional conference co-hosting, and DVDs from MTV to enhance a presentation on interviewing are all examples of offers that began with participation in digital communities. Through shared examples and group conversation, you will be challenged to think about how you can better utilize the digital realm to enhance personal relationships, your professional reputation, and build real opportunities.”

Dynamic Followership with Saskia Clay-Rooks, Thelma Jernigan, and Karen Kirchof,
Nicholas School of the Environment

Are you a leader or a follower? Is one more valuable than the other? The reality is that regardless of our position title most of us follow someone the majority of our careers. Without strong followers even a good leader is destined to fail. Come to this session to participate in a fun activity which will challenge you to rethink the importance of your role in your office.

Technology, Social Media and Student Populations: Best Practices for Successful Outreach
with Emily Sharples, *Duke Law School*

Connecting with and informing students on any level can be a difficult task, which means student outreach must be specific and intentional. With the onslaught of technology and social media options, the task of outreach should be easier, but is often more difficult to decide which options will be “best” and most successful. Join Duke Law CPDC colleagues Oleg Kobelev and Emily Sharples as they share their ideas and practices for successful student outreach, and the best options they have found.

1:30 pm – 2:15 pm

Concurrent Sessions Group B (Choose 1 of 3)

The 2- Hour Job Search with Steve Dalton, *The Fuqua School of Business*

Today’s students are overwhelmed by information, and many respond better to curate instructions than open-ended advice. In this workshop, you will learn a first draft of instructions based on Steve’s recent Random House book *The 2-Hour Job Search* for helping students bridge the gap between knowing what they want to do and getting that first interview.

Using a series of standardized short-duration (i.e. 15 min maximum) appointments, you can keep students focused on easy-to-accomplish tasks (each requiring no more than 40 minutes to complete), keeping them accountable through the process of prioritizing targets, conducting efficient outreach, and performing effective informational interviews.

Emotional Intelligence: What it is and why does it matter to the job search?

with Susan McCandless, MA, *PCC*

Learn a methodology to use with your clients to teach the difference between IQ and EQ and the reason why more and more companies want people with skills in the EQ side. Technical know-how might get them in the door, but emotional intelligence will make them a standout candidate who gets the job. Suggest techniques that will help them develop their EQ skills and improve their chances of getting the job that’s right for them.

Resilience During the Job Search with Kelly Crace from *Counseling and Psychological Services (CAPS)*

Students bring many expectations and emotions into the job search process. Frequently those are expressed when discussing their career plans or job search with a career counselor. This session focuses on strategies to help students develop resilience and healthy emotional management during the job search.